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## **Lt. Governor Skillman Announces Indiana Summer of Savings Encourages Hoosiers to Sign Up for Exclusive Travel Discounts**

INDIANAPOLIS (May 7, 2010) – Lt. Governor Becky Skillman announced today that the Indiana Office of Tourism Development will offer exclusive, limited daily discounts to destination hotels, premier golf courses, concert venues, sporting events and attractions May 7–14, during Visit Indiana Week, through its social media channels. Visitors can go to [IndianaSummer.com](http://IndianaSummer.com) and choose up to three different ways to be notified of these great deals: Facebook, Twitter and e-mail.

The first exclusive discount, unveiled today at White River State Park, is a 60 percent savings on White River State Park passes. The discounted passes are \$24 for an adult pass and \$18 for a child's pass, available to the first 64 respondents, limit two passes per customer. The White River State Park pass includes gate admission to six attractions: Indianapolis Zoo, Victory Field, Eiteljorg Museum of American Indians and Western Art, the Indiana State Museum, the IMAX Theatre and the NCAA Hall of Champions. More information is available at [IndianaSummer.com](http://IndianaSummer.com).

“With so much to do right here in the state, we want to encourage everyone to get out and explore Indiana this summer,” said Lt. Governor Becky Skillman. “Our attractions are already well-known for their affordability and great value. With these special savings, Indiana is an even better deal for Hoosiers.”

The exclusive discounts for May 10–14 will be announced daily at 11 a.m. Eastern Time through Facebook, Twitter and e-mail. They will include such offers as:

- An unbelievable discount for the first 25 callers for a luxury hotel offer;
- Amish hospitality at a steep savings for the first 15 callers;
- 50 percent off a round of golf at a championship course for the first 25 callers;
- Baseball fans receive additional value for the first 50 callers;
- Swimmers receive 50 percent off savings for the first 50 callers.

In addition to the special offers, the Indiana tourism office offers more than 200 everyday discounts to Indiana hotels, attractions and restaurants on its website, [VisitIndiana.com](http://VisitIndiana.com). These discounts include:

- \$7 off Holiday World admission in May; \$5 off Holiday World admission in June;
- Free children's admission at The Children's Museum of Indianapolis with purchase of an adult admission in May;
- \$2 off Conner Prairie admission;
- \$2 off Marengo Cave admission;
- \$159 Hampton Inn Indianapolis Downtown, Talk with Animals Package. Includes stay and two adult and two children's tickets to the Indianapolis Zoo.
- \$199 Foursome and Filet Package at French Lick Resort. Includes stay, one round of golf at The Donald Ross Course and an entrée at Hagen's Club House Restaurant.

The Indiana Office of Tourism Development has more than 2,000 fans on Facebook, more than 4,200 followers on Twitter and 50,000 subscribers to its monthly e-mail program.

The tourism office has been consistently recognized by Gammet Interactive, a tourism marketing technology firm, as one of the top 10 state tourism offices for its social media efforts. In addition, the tourism office received a Gold Award from a national organization, Marketing Sherpa, for its consumer email marketing program.

“We have utilized our social media tools as a cost-effective way to stretch our dollars,” said Amy Vaughan, Director of the Indiana Office of Tourism Development. “Best of all, it helps us get our message directly to consumers.”

More than 62 million visitors come to Indiana each year, generating than \$10 billion in visitor spending each year.

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*Lt. Governor Becky Skillman oversees the Indiana Office of Tourism Development. Amy Vaughan serves as the agency’s director.*